DECEMBER 2023 **P/ID 36805/PJO1E**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Mass communication
2. Encoding
3. Language Instinct
4. Feedback loop
5. Message Processing
6. Communicative codes
7. Nonverbal Communication
8. Communication Apprehension
9. Intrapersonal Communication
10. Communication Skills
11. Memes
12. Information Scent

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are the different purposes of communication and how do they vary in different contexts?

14. What is the importance of active listening in communication?

15. What are the different written forms of communication and how do they impact the way we communicate?

16. What are the challenges and benefits of group communication?

17. What is ethical communication and why is it important in maintaining trust and building relationships?

18. Explain the rhetoric model of communication and discuss its key principles and applications.

19. What are the key characteristics and challenges of organizational communication and how do they impact the communication process?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Compare and contrast generic models of communication, interactional models, and transactional models, analyzing their strengths and limitations in explaining real-life communication scenarios.

21. Discuss the importance of effective communication in personal and professional relationships.

22. Discuss the principles of visual communication, focusing on the use of symbols, colors, and images in conveying messages across diverse contexts.

23. Discuss the significance of organizational communication in promoting effective teamwork and achieving organizational goals.

24. Analyze the factors that contribute to information visibility online, including the role of algorithms, user behavior, and platform design.

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